2071454942

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

METHODOLOGY

OVERALL DESIGN:	Pack Test Each respondent saw two packs of Parliament; a current pack and a new pack (the order in which the packs were shown was rotated to avoid positional bias) and was asked their opinions and preference.
DATA COLLECTION:	Mall intercept and pre-recruitment of Parliament smokers from lists supplied by Philip Morris; mall intercept of Competitive smokers.
MARKETS:	15 field services in Region 1.
FIELD DATES:	November 16, 1995 - December 2, 1995.

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

SAMPLE COMPOSITION

A total of 457 respondents evaluated the Parliament packs. The sample composition is as follows:

PARLIAMENT SMOKERS

Total	Total	Sex		Age		Size Smoked		Pack Type	
		Male	Female	18-34	35-64	Kings	100's	Hard Box	Soft Pack
457	226	100	126	111	115	148	78	134	92

COMPETITIVE SMOKERS

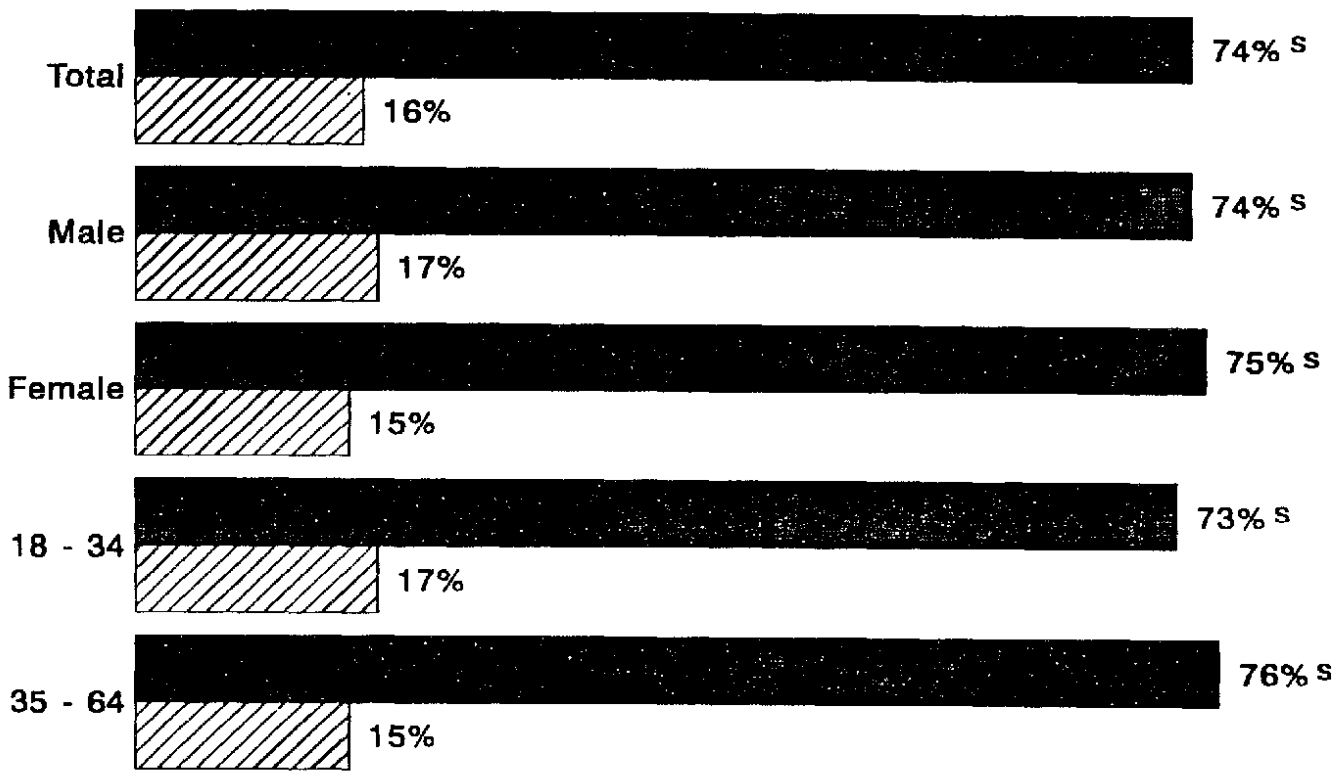
Total	Sex		Age		Size Smoked		Pack Type	
	Male	Female	18-34	35-64	Kings	100's	Hard Box	Soft Pack
231	100	131	118	113	141	90	134	97

2071454944

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OVERALL PREFERENCE

- Total Smokers -

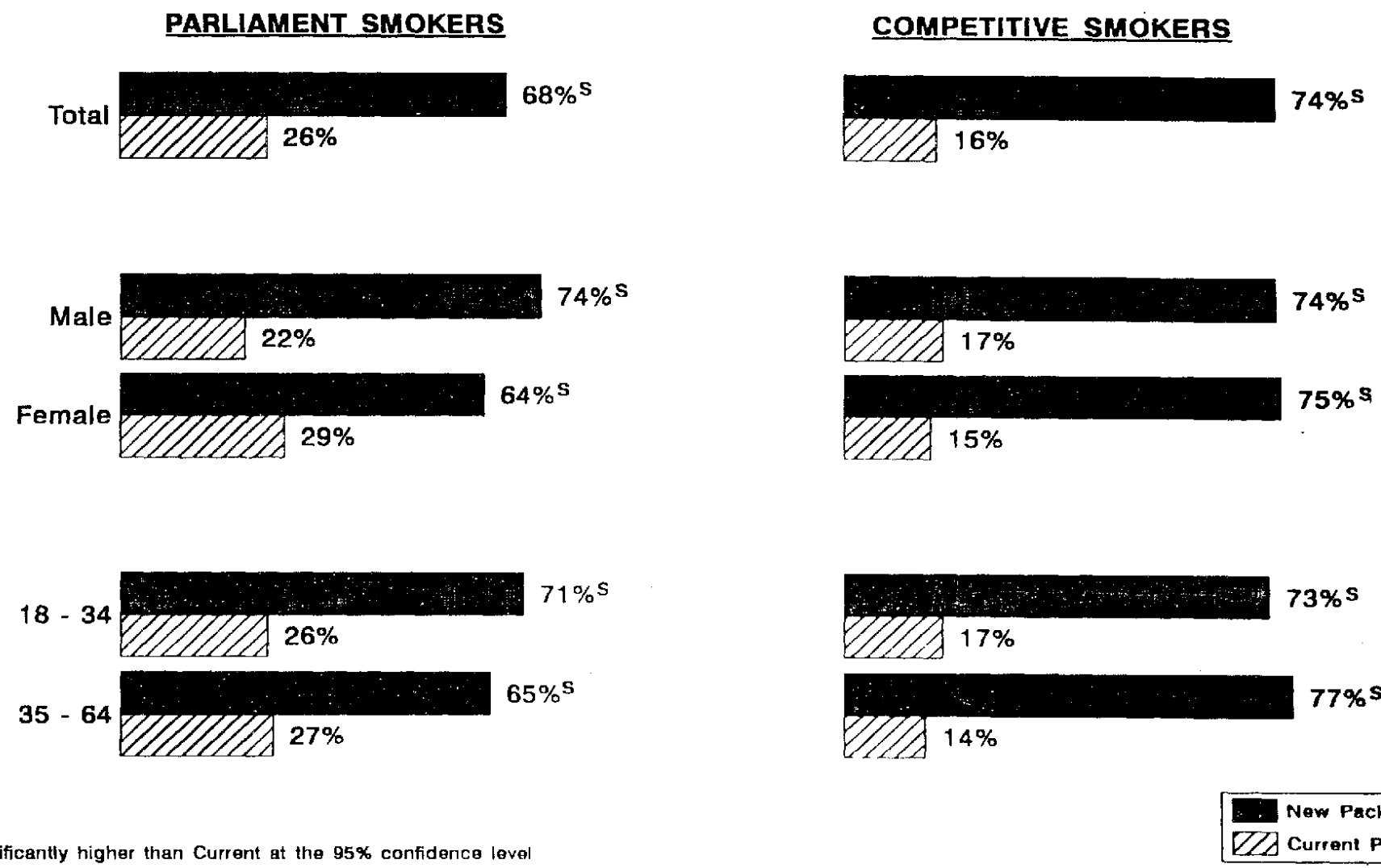


s = Significantly higher than Current at the 95% confidence level.

2071454945

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OVERALL PREFERENCE

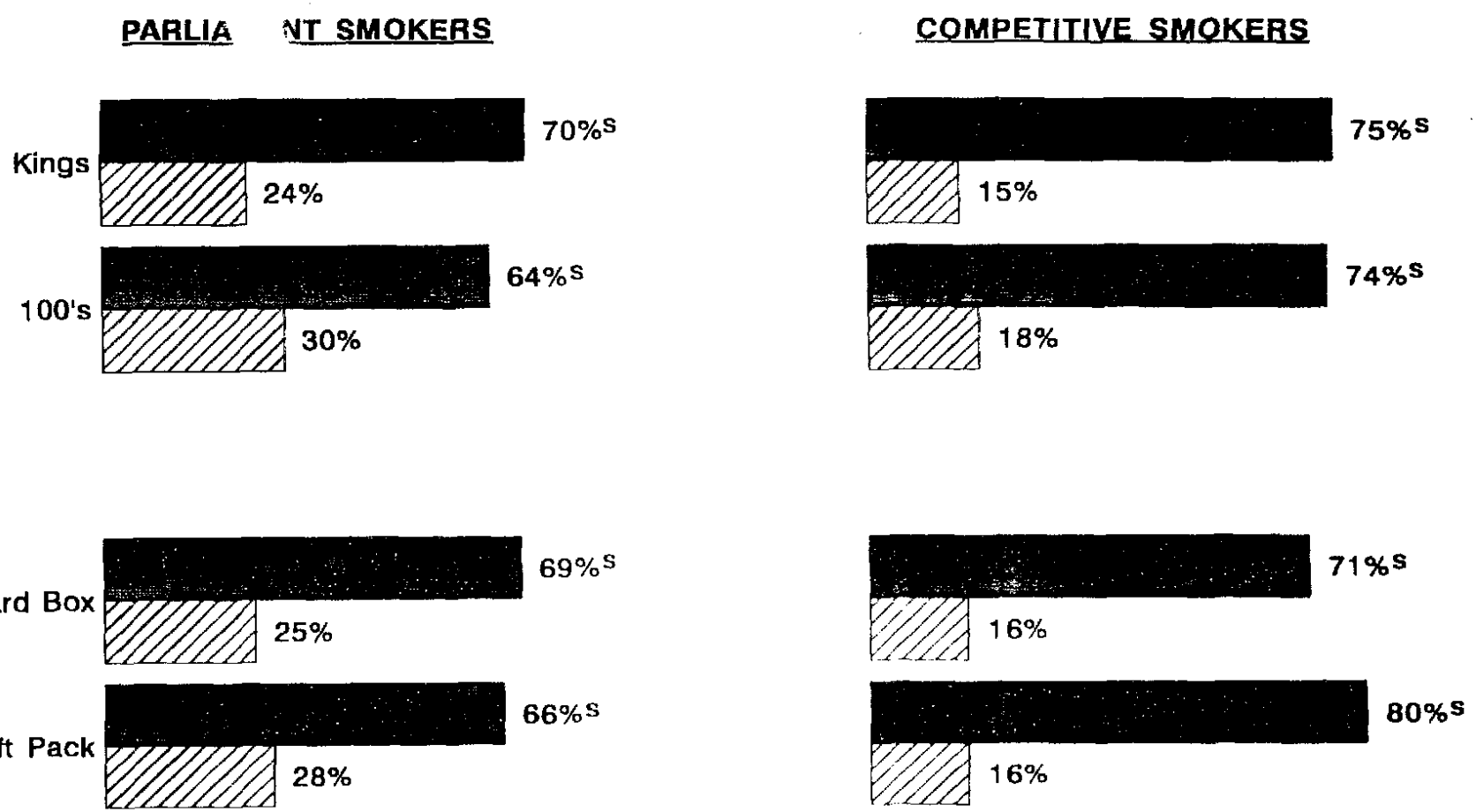


s = Significantly higher than Current at the 95% confidence level

2071454946

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OVERALL PREFERENCE



s = Significantly higher than Current at the 95% confidence level.

2071454947

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

REASONS FOR PREFERENCE

	PARLIAMENT SMOKERS									
	Total			Sex			Age			
					Female		18 - 34		35 - 64	
	New	Current		rent	New	Current	New	Current	New	Current
N =	226				126		111		115	
	%	%	%		%	%	%	%	%	%
PREFERRED PACK	68	26	74	24	64	29	71	26	65	27
Color Of Pack (Net)	54	14	56	9	52	18	52	18	55	11
Like the white diagonal line	24	-	20	-	26	-	19	-	27	-
Colors are brighter/bolder	19	*	15	-	22	1	16	-	21	1
White diagonal line makes pack more eye-catching	11	-	12	-	10	-	11	-	10	-
Brighter/bolder blue	6	-	9	-	4	-	7	-	5	-
Like the white border	5	-	2	-	7	-	4	-	6	-
Colors are eye-catching	4	-	4	-	3	-	3	-	4	-
Like the blue color	3	1	1	-	4	1	2	2	4	-
Gold border highlights the pack	1	3	1	3	1	2	3	3	-	3
No white diagonal line	-	9	-	5	-	12	-	11	-	8
Crest/Emblem (Net)	28	2	28	1	28	2	26	2	29	1
Like the red dot inside the crest	15	-	14	-	15	-	14	-	15	-
Red dot inside the crest makes pack look brighter	9	-	8	-	9	-	8	-	9	-
Crest is more eye-catching	3	*	4	1	2	-	3	-	3	1
Overall Pack (Net)	24	15	25	13	23	16	25	12	23	17
Pack is eye-catching	10	1	12	1	9	1	10	2	10	1
Pack is attractive	4	2	3	4	5	-	5	2	4	1
Pack is classy/elegant looking	2	5	2	1	2	7	3	4	2	6
Pack is modern looking	2	-	3	-	1	-	3	-	1	-
Pack is simple/not busy looking	1	5	2	5	1	6	1	4	2	6
Pack is expensive looking	1	3	1	1	1	4	1	-	1	5
Pack is more detailed	1	-	1	-	1	-	2	-	1	-
All Other Comments										
Lettering is easy to read	1	*	1	1	1	-	1	1	1	-
More familiar to me	-	4	-	1	-	6	-	2	-	5

*Less than 0.5%

2071454948

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

REASONS FOR PREFERENCE

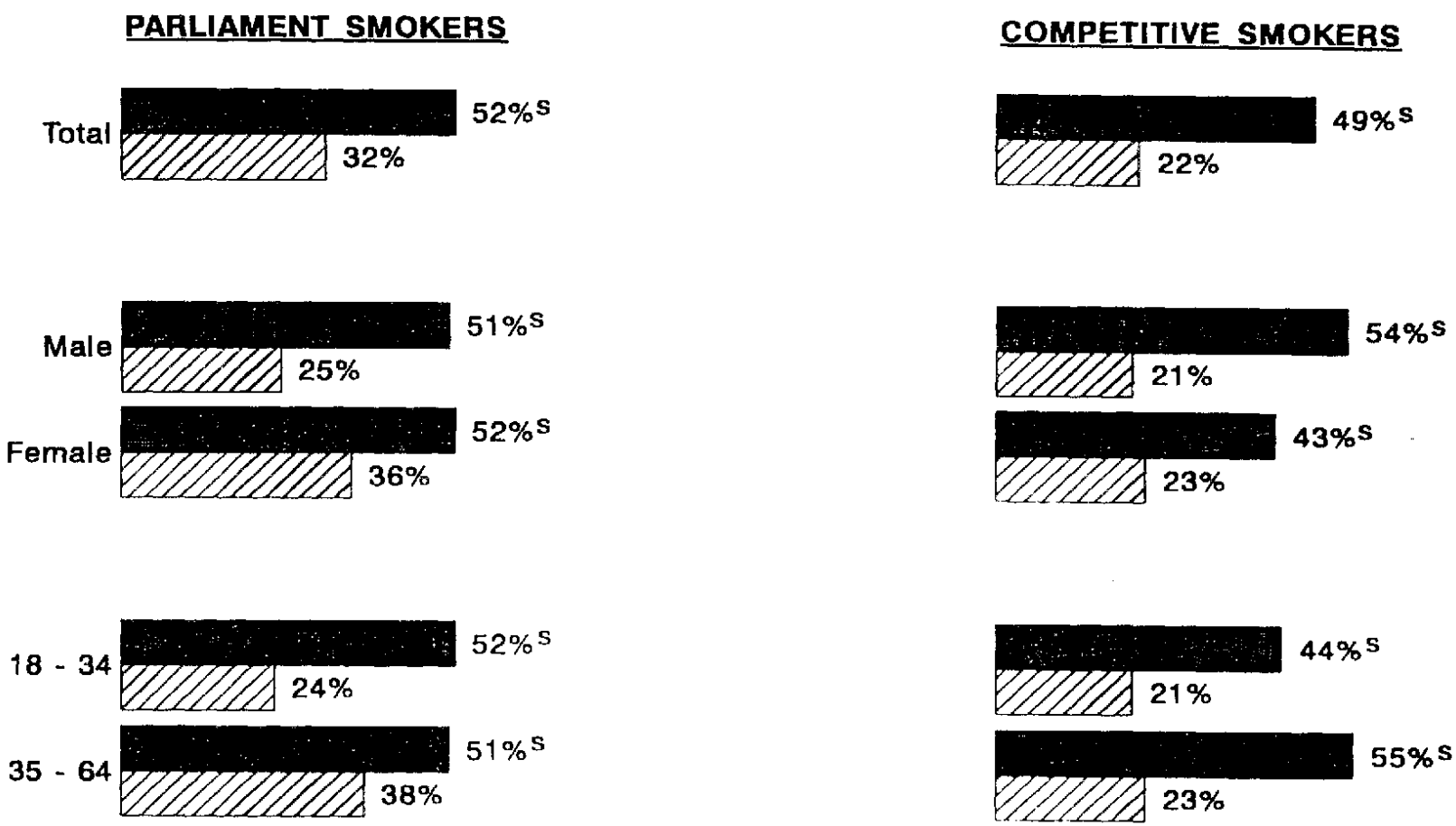
	COMPETITIVE SMOKERS									
	Total		Sex: Male		Sex: Female		Age: 18 - 34		Age: 35 - 64	
	New	Current	New	Current	New	Current	New	Current	New	Current
N =	231		100		131		118		113	
	%	%	%	%	%	%	%	%	%	%
PREFERRED PACK	74	16	74	17	75	15	73	17	77	14
Color Of Pack (Net)	53	12	50	14	56	9	52	13	53	9
Like the white diagonal line	19	-	16	-	22	-	17	-	21	-
Colors are brighter/bolder	16	*	14	-	20	1	18	-	15	1
White diagonal line makes pack more eye-catching	9	-	10	-	8	-	9	-	9	-
Brighter/bolder blue	3	-	3	-	2	-	2	-	4	-
Like the white border	3	-	1	-	5	-	3	-	4	-
Colors are eye-catching	5	1	5	1	5	1	6	1	3	1
Like the blue color	3	1	2	-	5	1	3	-	4	1
Gold border highlights the pack	1	1	2	-	-	1	2	1	-	-
No white diagonal line	-	6	-	8	-	3	-	8	-	2
Crest/Emblem (Net)	20	1	19	1	21	1	20	1	19	1
Like the red dot inside the crest	13	-	13	-	13	-	15	-	11	-
Red dot inside the crest makes pack look brighter	3	-	1	-	5	-	2	-	4	-
Crest is more eye-catching	2	1	4	1	1	-	3	1	2	-
Overall Pack (Net)	29	6	35	7	20	6	27	6	30	6
Pack is eye-catching	12	2	15	2	9	1	11	3	14	-
Pack is attractive	2	-	3	-	1	-	3	-	2	-
Pack is classy/elegant looking	5	1	7	1	2	1	3	1	7	1
Pack is modern looking	5	-	5	-	6	-	5	-	6	-
Pack is simple/not busy looking	-	3	-	3	-	3	-	3	-	4
Pack is expensive looking	1	-	1	-	1	-	1	-	1	-
Pack is more detailed	4	-	4	-	4	-	4	-	3	-
All Other Comments										
Lettering is easy to read	3	-	4	-	1	-	2	-	3	-

*Less than 0.5%

2071454949

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OVERALL OPINION OF PACKS
(% "Like It Very Much")

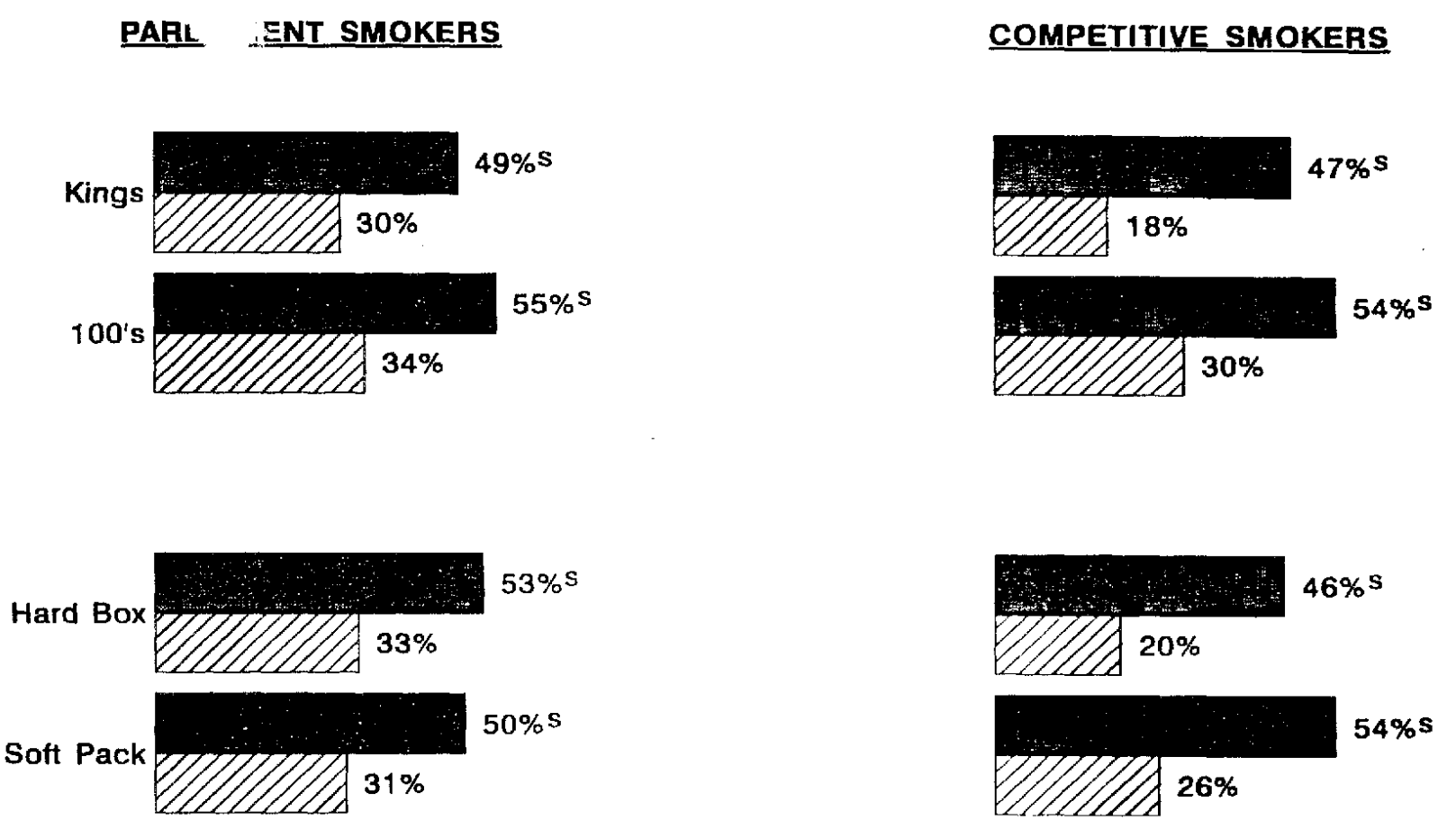


s = Significantly higher than Current at the 95% confidence level

2071454950

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OVERALL OPINION OF PACKS
(% "Like It Very Much")



s = Significantly higher than Current at the 95% confidence level.

2071454951

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OVERALL OPINION OF PACKS

PARLIAMENT SMOKERS

	Total		Sex: Male		Sex: Female		Age: 18 - 34		Age: 35 - 64	
	New	Current	New	Current	New	Current	New	Current	New	Current
N =	226		100		126		111		115	
	%	%	%	%	%	%	%	%	%	%
Like It (Net)	82 s	70	78	66	84 s	72	79	70	83 s	69
Like it very much	52 s	32	51 s	25	52 s	36	52 s	24	51 s	38
Like it slightly	30	38	27	41 s	32	36	27	46 s	32	31
Neither like nor dislike it	12	22 s	14	24	10	22 s	14	16	11	28 s
Dislike It (Net)	6	8	8	10	6	6	7	14	6	3
Dislike it slightly	4	7	4	10	4	5	4	13 s	4	3
Dislike it very much	2	*	4	-	2	1	3	1	2	-

COMPETITIVE SMOKERS

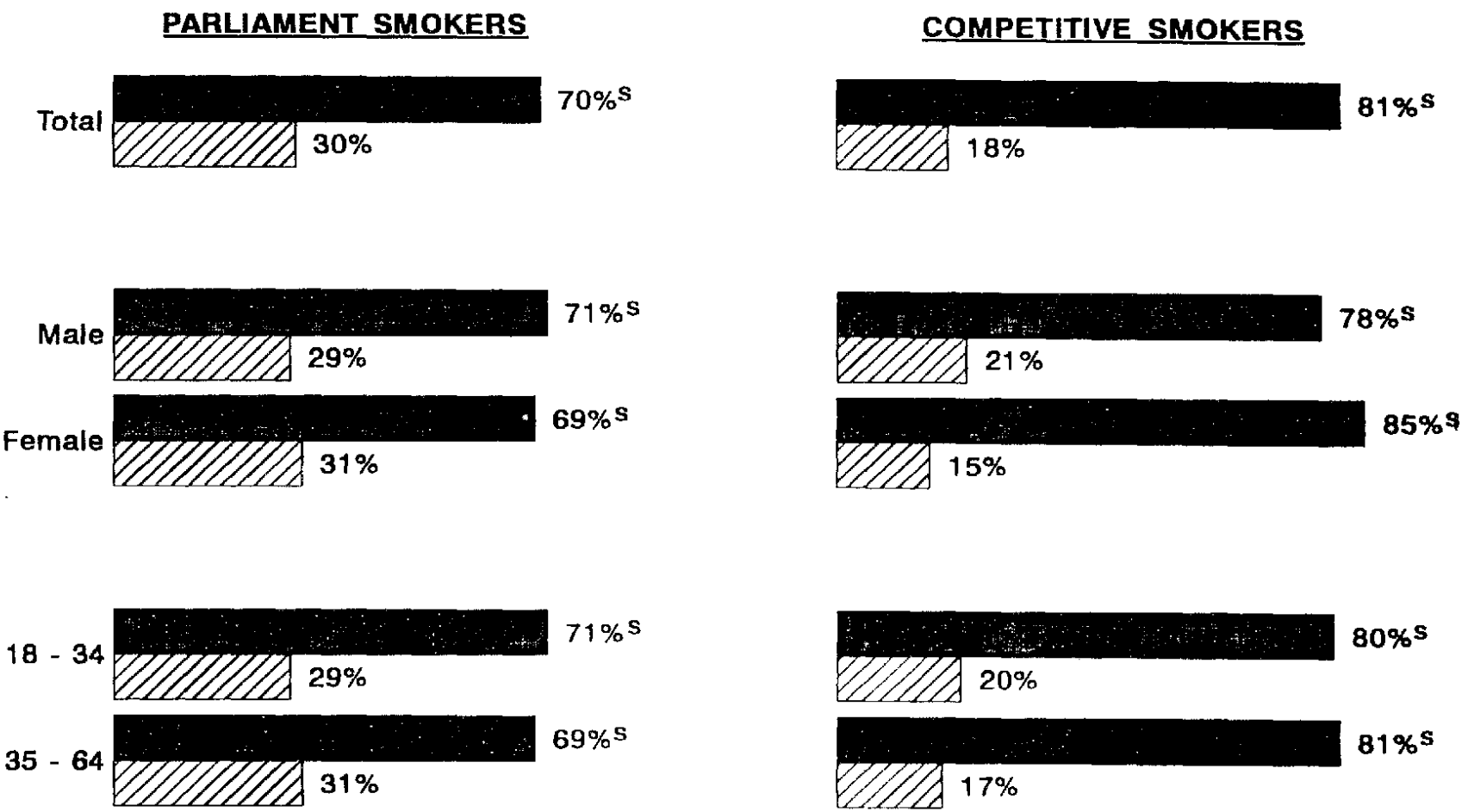
	Total		Sex: Male		Sex: Female		Age: 18 - 34		Age: 35 - 64	
	New	Current	New	Current	New	Current	New	Current	New	Current
N =	231		100		131		118		113	
	%	%	%	%	%	%	%	%	%	%
Like It (Net)	78 s	59	75 s	58	81 s	60	76 s	59	81 s	58
Like it very much	49 s	22	54 s	21	43 s	23	44 s	21	55 s	23
Like it slightly	29	37	21	37 s	38	37	32	38	26	35
Neither like nor dislike it	18	27 s	22	24	14	31 s	19	30 s	18	24
Dislike It (Net)	4	14 s	3	18 s	5	9	5	11	1	18 s
Dislike it slightly	4	12 s	3	16 s	5	6	5	9	1	15 s
Dislike it very much	-	2	-	2	-	3	-	2	-	3

*Less than 0.5%
s = Significantly higher than New/Current at the 95% confidence level.

2071454952

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

RECTANGULAR DESIGN PREFERENCE

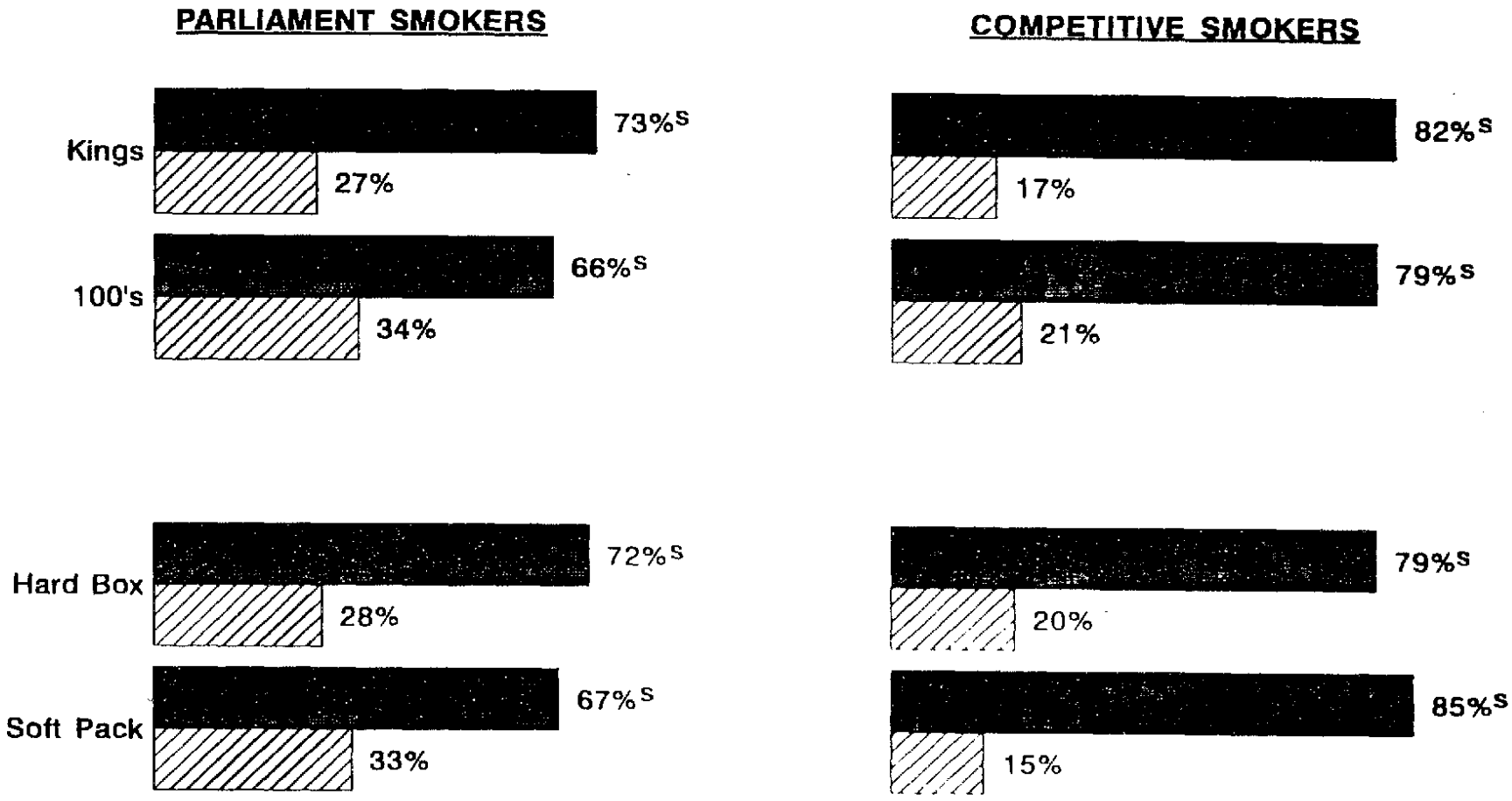


s = Significantly higher than Current at the 95% confidence level.

2071454953

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

RECTANGULAR DESIGN PREFERENCE



s = Significantly higher than Current at the 95% confidence level

2071454954

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

	TOTAL							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	226				231			
	%	%	%	%	%	%	%	%
Has the crest I like the best	73 s	15	9	3	74 s	14	9	3
Has the colors in the blue rectangular design in the center I like the best	67 s	24	7	2	73 s	17	8	2
Has the gold border around the blue rectangular design I like the best	57 s	33	9	1	65 s	21	11	3

s = Significantly higher than Current at the 95% confidence level.

2071454955

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

MALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	100				100			
	%	%	%	%	%	%	%	%
Has the crest I like the best	81 s	7	10	2	71 s	18	9	2
Has the colors in the blue rectangular design in the center I like the best	73 s	18	7	2	70 s	19	10	1
Has the gold border around the blue rectangular design I like the best	55 s	32	11	2	65 s	22	11	2

FEMALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	126				131			
	%	%	%	%	%	%	%	%
Has the crest I like the best	68 s	21	8	3	77 s	10	9	4
Has the colors in the blue rectangular design in the center I like the best	64 s	27	8	1	77 s	15	6	2
Has the gold border around the blue rectangular design I like the best	59 s	32	8	1	65 s	20	11	4

s = Significantly higher than Current at the 95% confidence level.

2071454956

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

- 34

	PARLIAMENT SMOKER				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	111				118			
	%	%	%	%	%	%	%	%
Has the crest I like the best	74 s	14	8	4	70 s	17	11	2
Has the colors in the blue rectangular design in the center I like the best	67 s	24	5	4	75 s	17	6	2
Has the gold border around the blue rectangular design I like the best	57 s	36	5	2	63 s	23	11	3

35 - 64

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	115				113			
	%	%	%	%	%	%	%	%
Has the crest I like the best	72 s	16	10	2	79 s	10	7	4
Has the colors in the blue rectangular design in the center I like the best	68 s	23	9	-	71 s	17	11	1
Has the gold border around the blue rectangular design I like the best	57 s	30	12	1	67 s	18	12	3

s = Significantly higher than Current at the 95% confidence level.

2071454957

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

KINGS

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	148				141			
	%	%	%	%	%	%	%	%
Has the crest I like the best	72 s	14	10	4	72 s	15	9	4
Has the colors in the blue rectangular design in the center I like the best	66 s	22	9	3	74 s	16	7	3
Has the gold border around the blue rectangular design I like the best	56 s	31	11	2	65 s	22	10	3

100'S

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	78				90			
	%	%	%	%	%	%	%	%
Has the crest I like the best	74 s	17	7	2	77 s	13	9	1
Has the colors in the blue rectangular design in the center I like the best	69 s	25	6	-	71 s	18	11	-
Has the gold border around the blue rectangular design I like the best	58 s	34	8	-	64 s	20	14	2

s = Significantly higher than Current at the 95% confidence level.

2071454958

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

HARD BOX

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	134				134			
	%	%	%	%	%	%	%	%
Has the crest I like the best	75 s	14	9	2	69 s	17	12	2
Has the colors in the blue rectangular design in the center I like the best	67 s	24	7	2	71 s	18	10	1
Has the gold border around the blue rectangular design I like the best	58 s	31	10	1	61 s	23	14	2

SOFT PACK

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	92				97			
	%	%	%	%	%	%	%	%
Has the crest I like the best	70 s	17	9	4	82 s	10	4	4
Has the colors in the blue rectangular design in the center I like the best	68 s	23	8	1	76 s	17	4	3
Has the gold border around the blue rectangular design I like the best	56 s	34	9	1	70 s	19	7	4

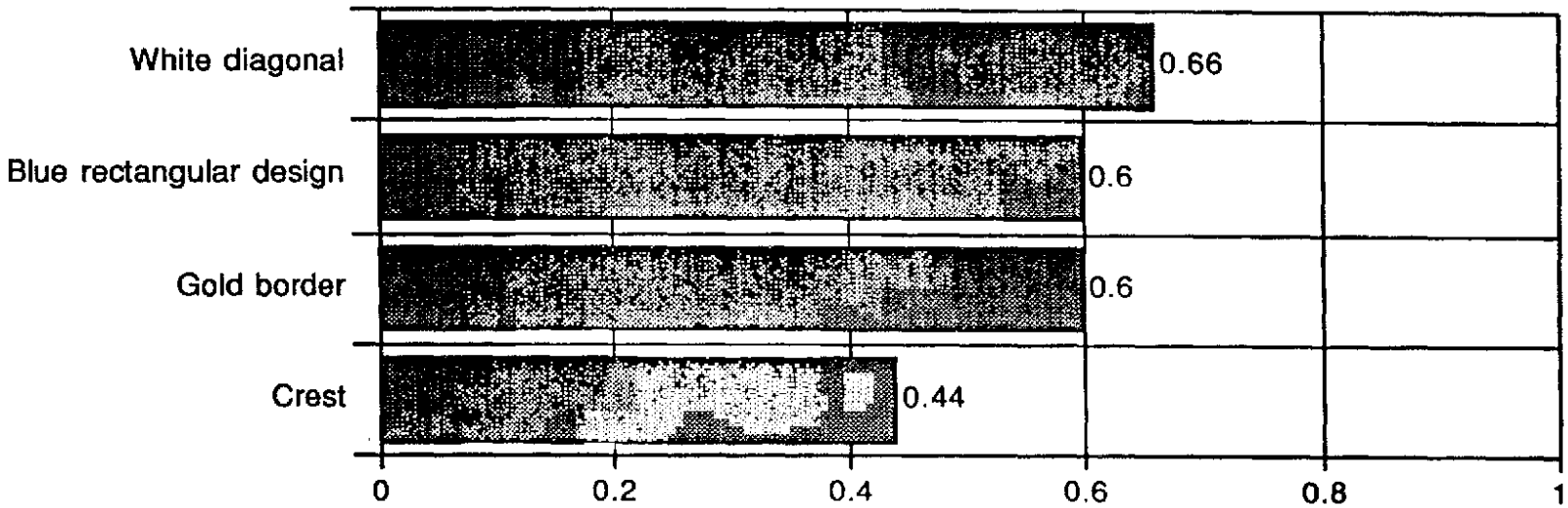
s = Significantly higher than Current at the 95% confidence level.

2071454959

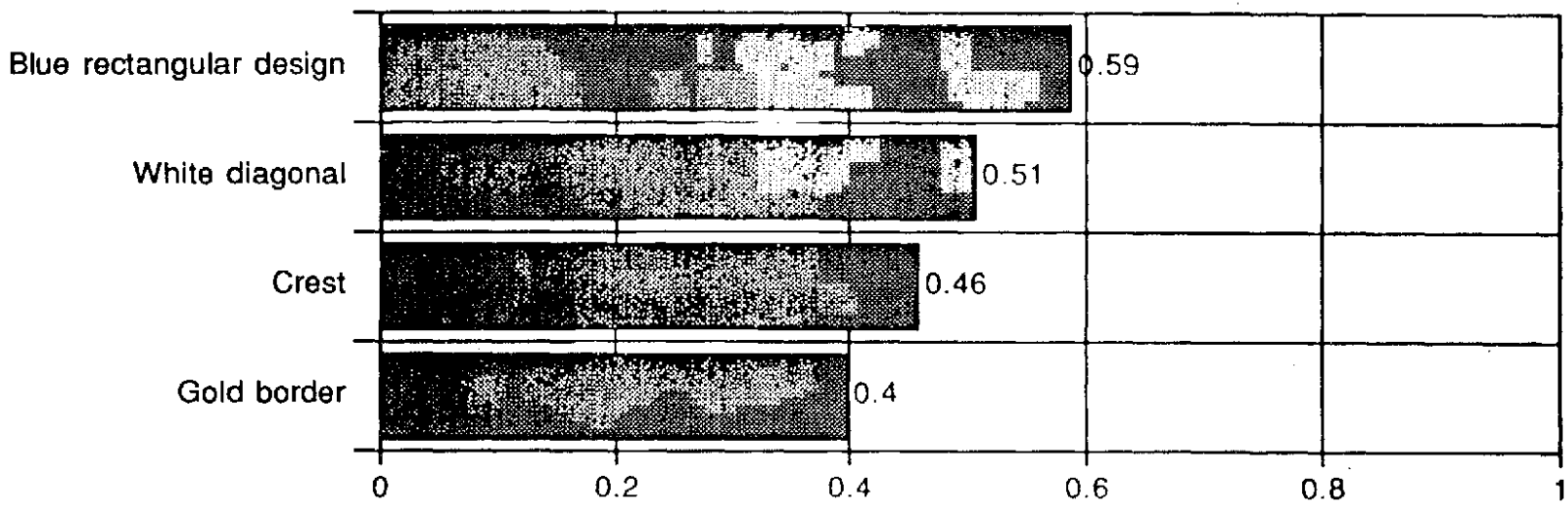
Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

Strength of Association between Overall Likability and Design Elements of New Pack

Total Sample



New Pack Preferers

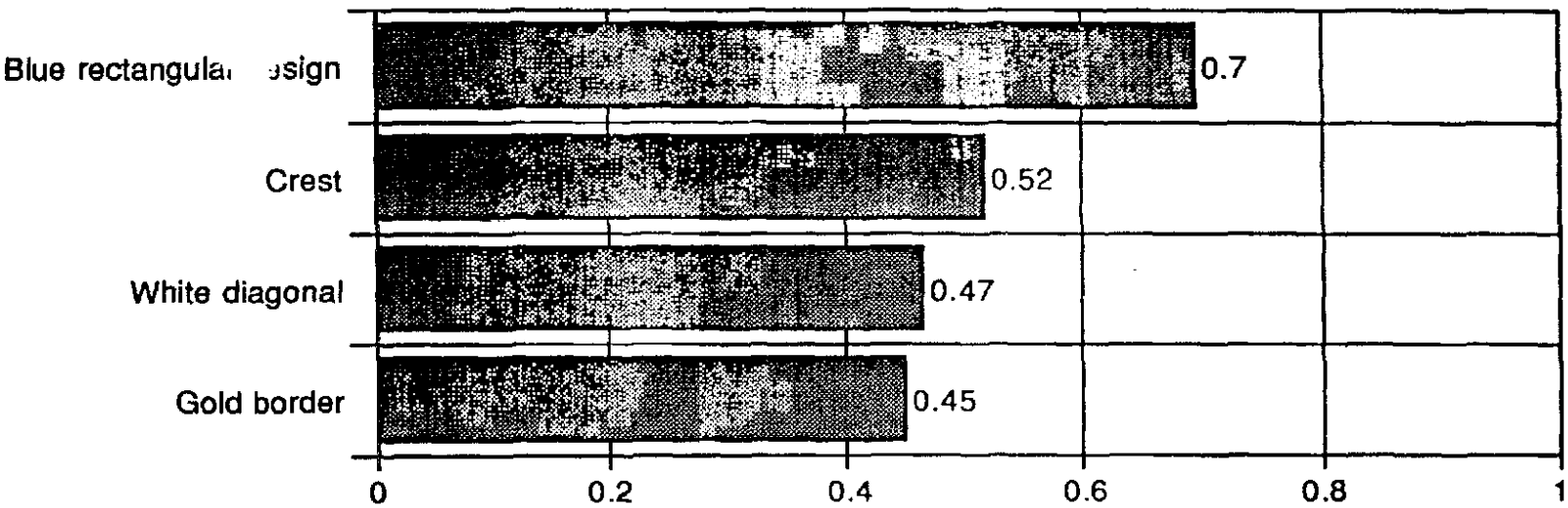


2071454960

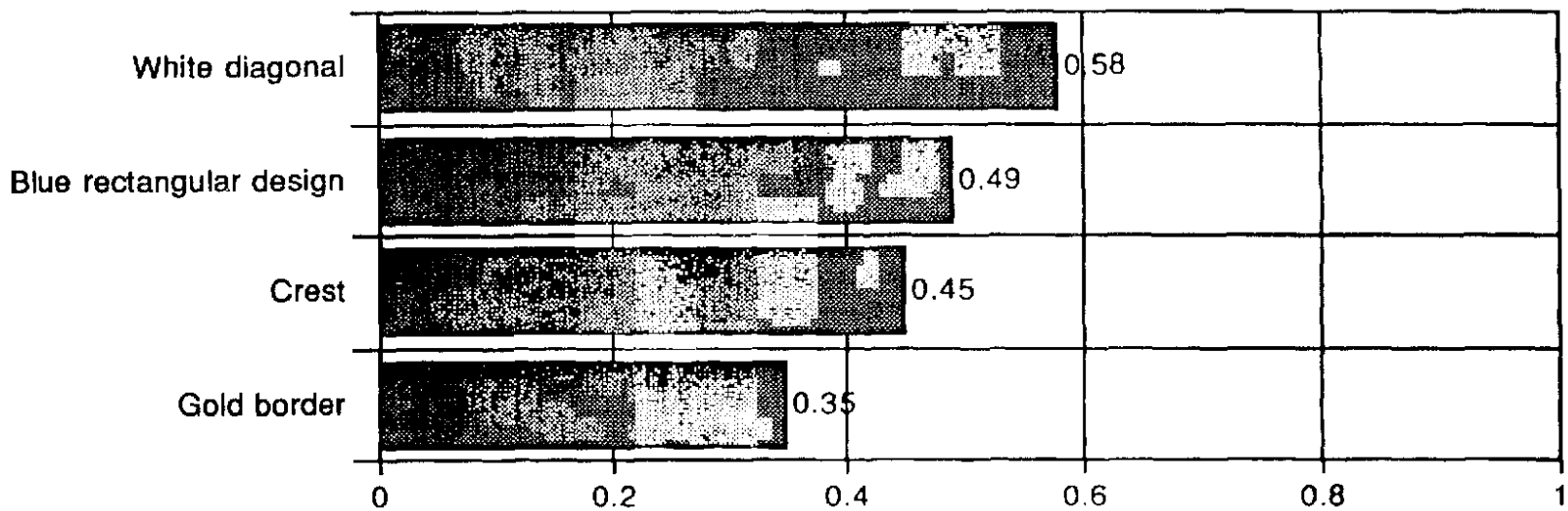
Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

Strength of Association between Overall Likability and Design Elements of New Pack by Male \ Female New Pack Preferers

Male New Pack Preferers



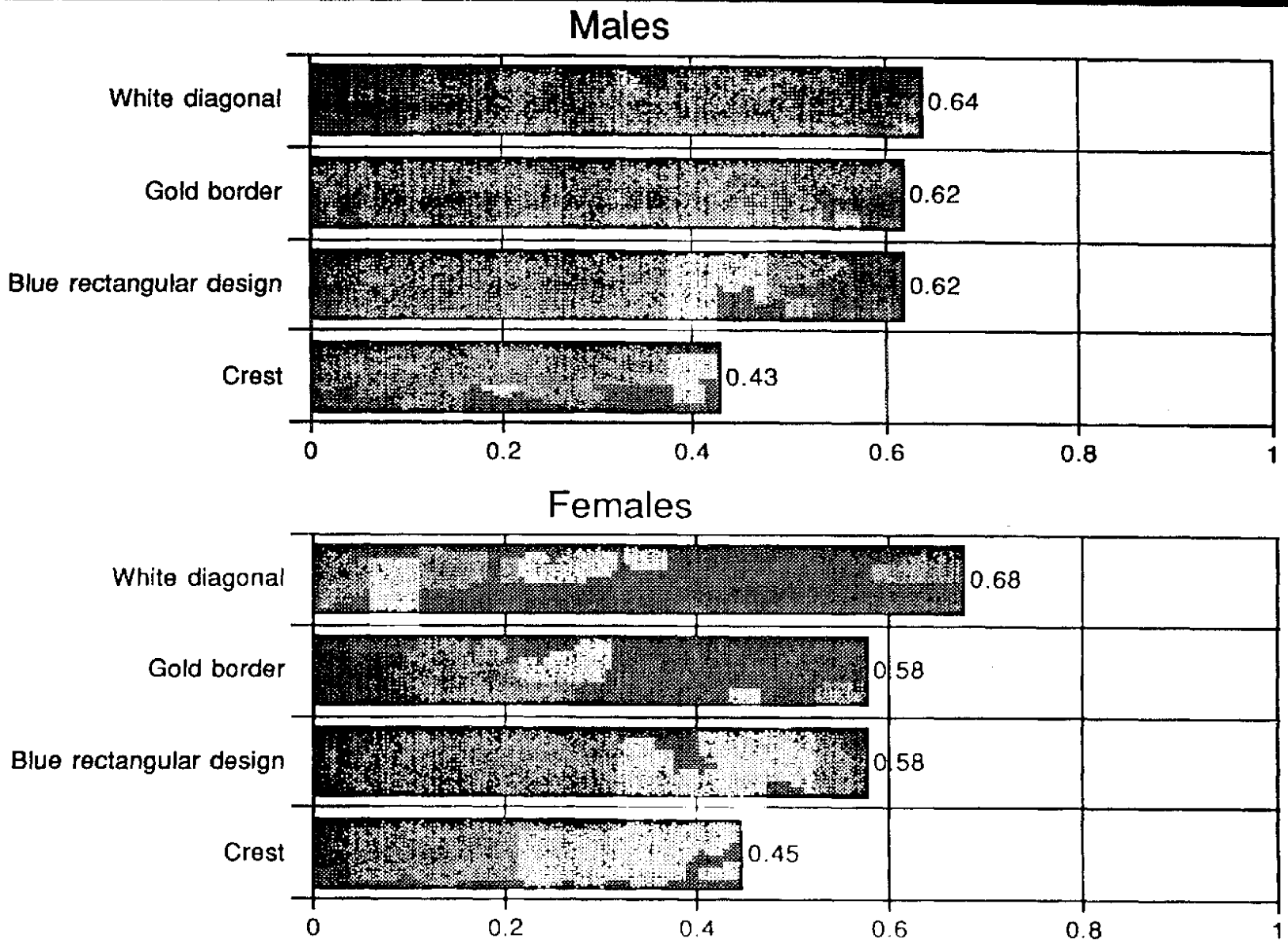
Female New Pack Preferers



2071454961

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

Strength of Association between Overall Likability and Design Elements of New Pack by Gender

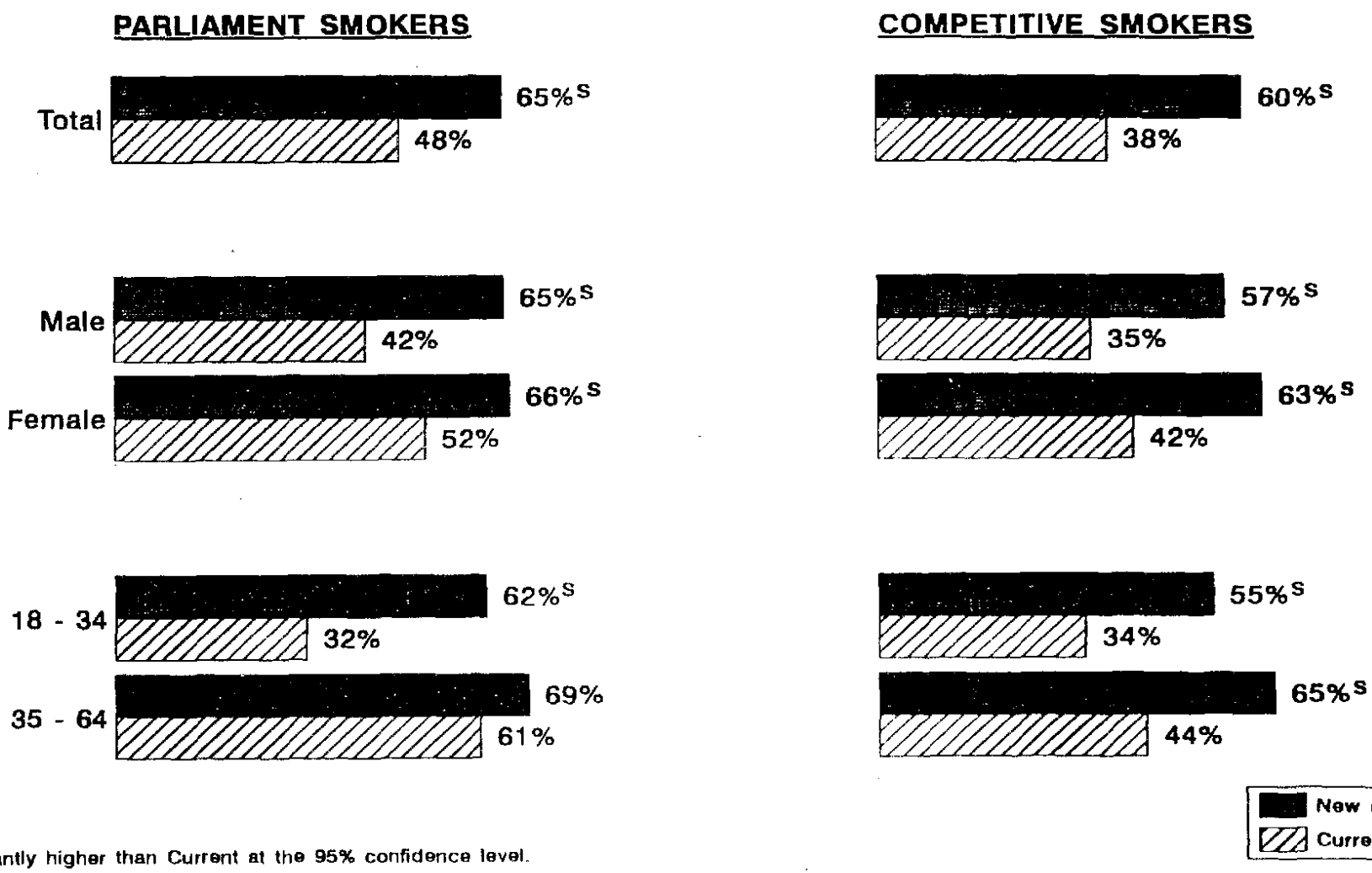


2071454962

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF COLORS IN THE BLUE RECTANGULAR DESIGN

(% "Like Them Very Much")



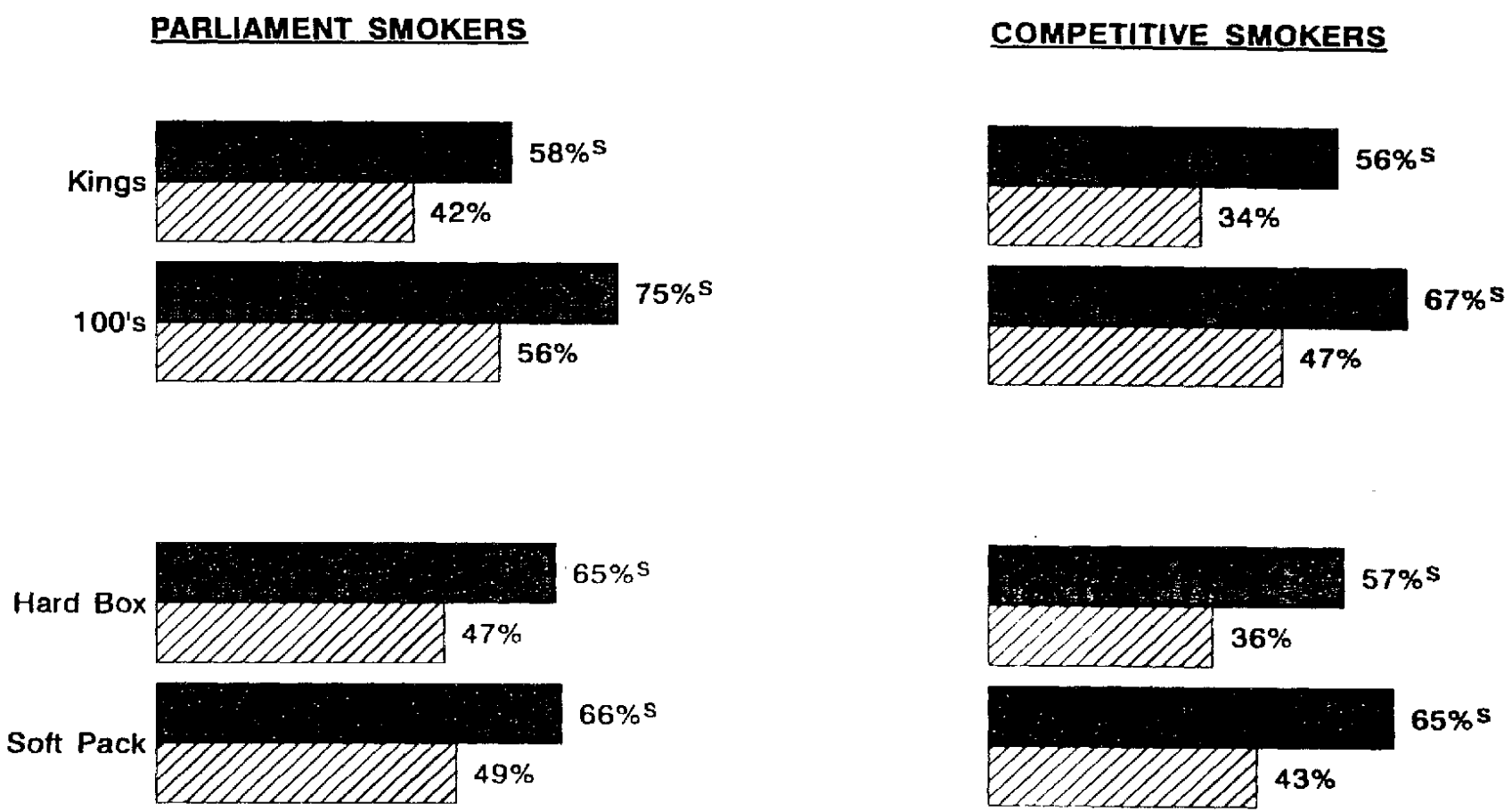
s = Significantly higher than Current at the 95% confidence level.

2071454963

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF COLORS IN THE BLUE RECTANGULAR DESIGN

(% "Like Them Very Much")



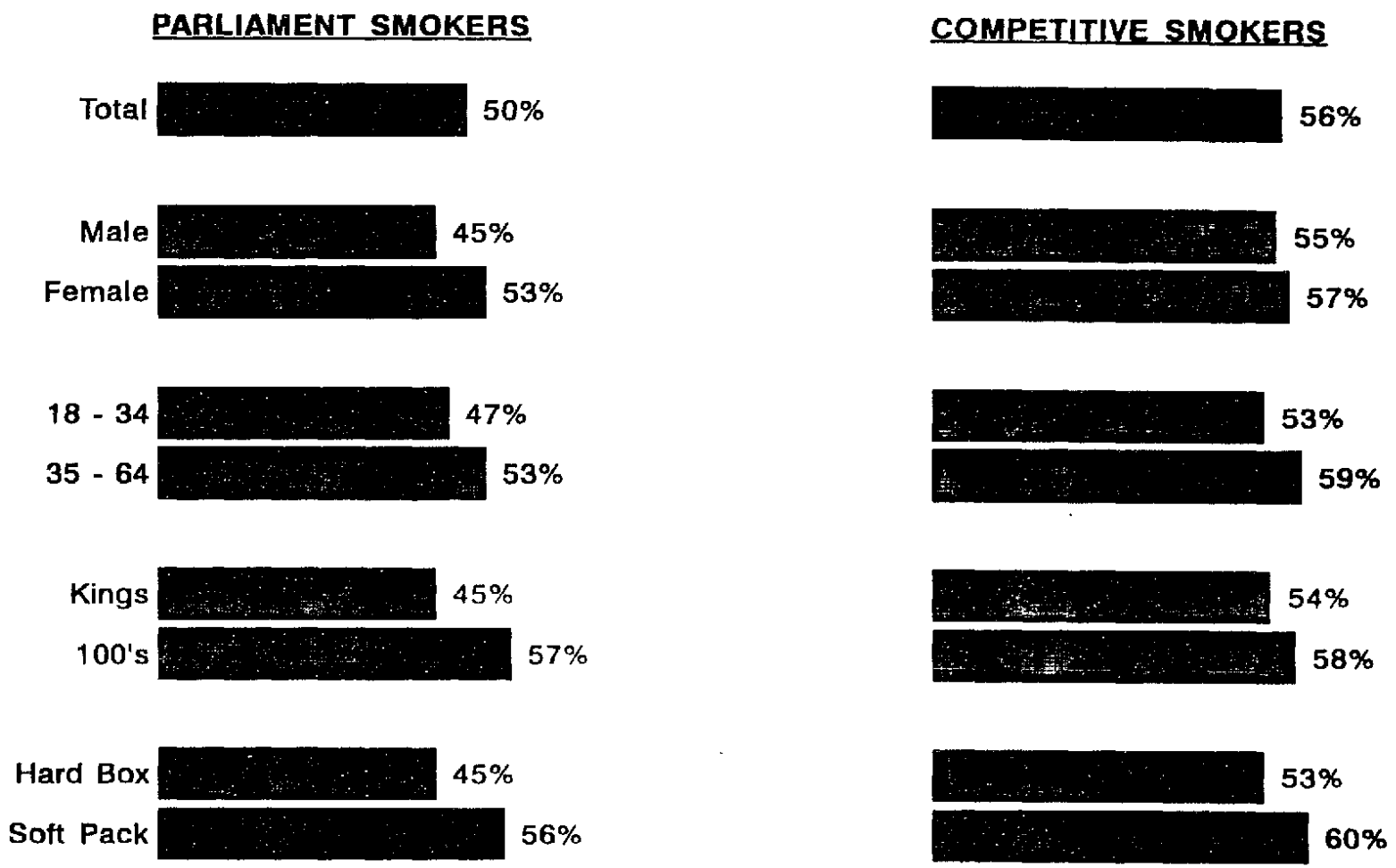
s = Significantly higher than Current at the 95% confidence level.

2071454964

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF THE WHITE DIAGONAL LINE IN CENTER OF PACK

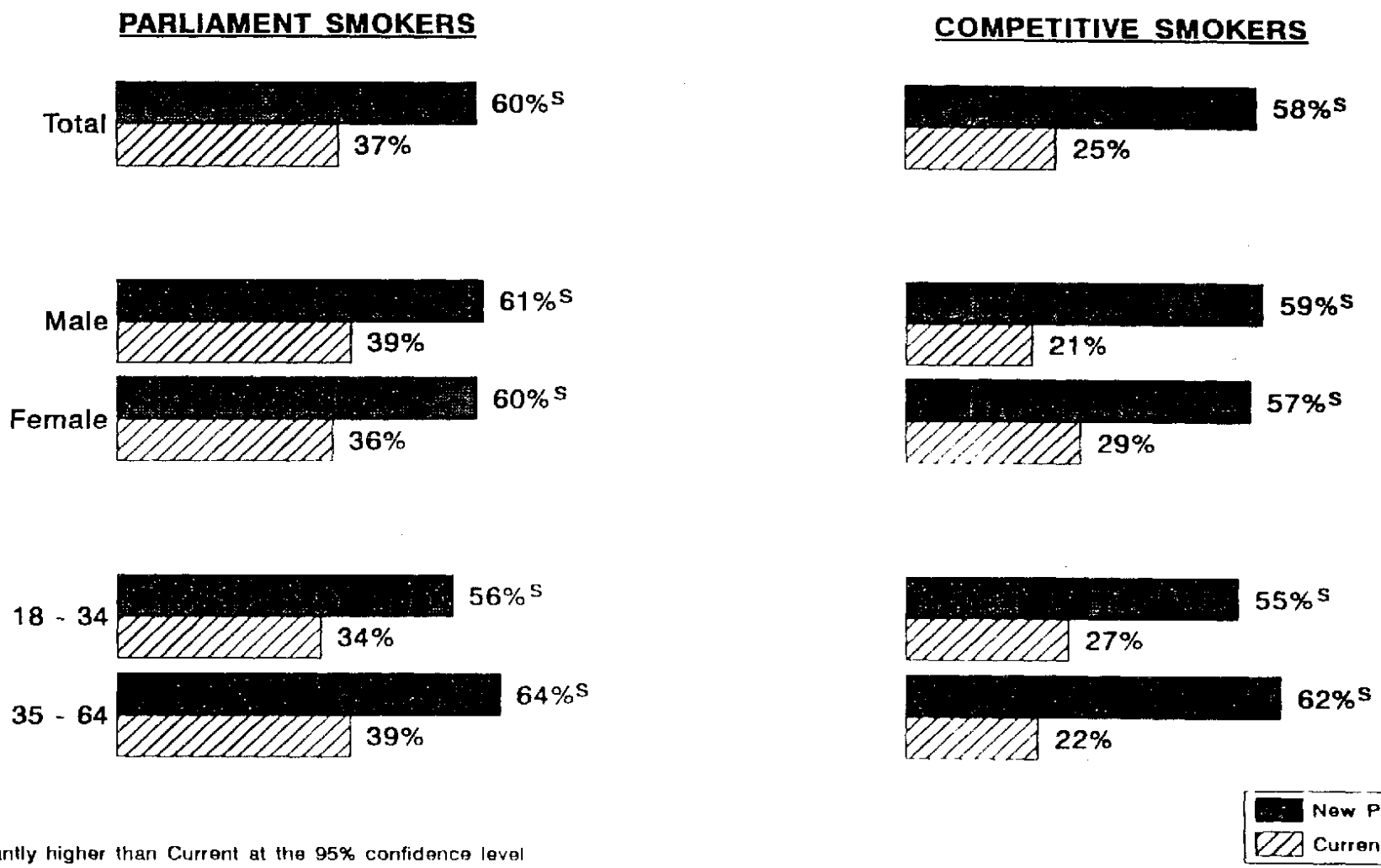
(% "Like It Very Much")



2071454965

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF THE CREST
(% "Like It Very Much")

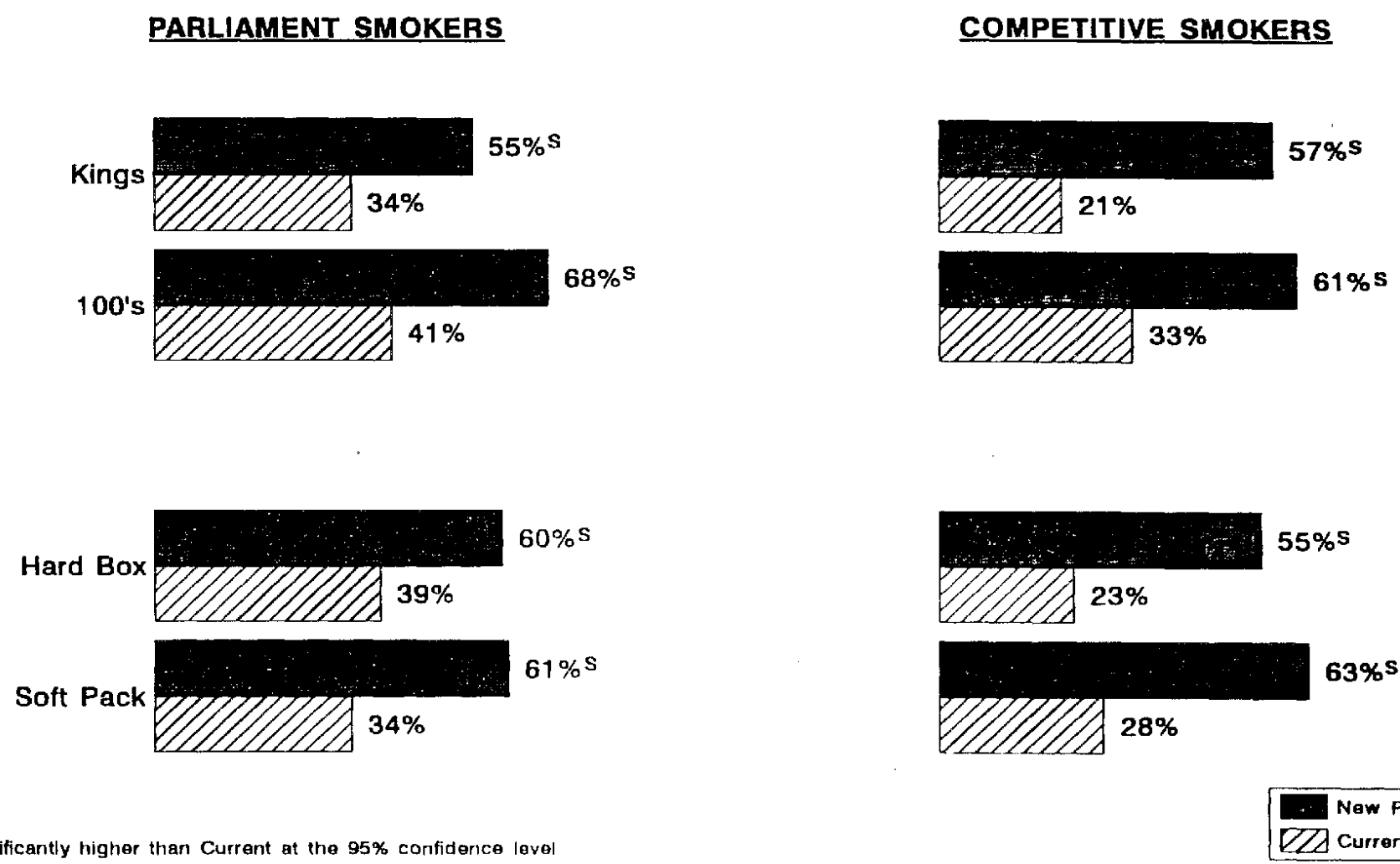


s = Significantly higher than Current at the 95% confidence level

2071454966

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF THE CREST
(% "Like It Very Much")



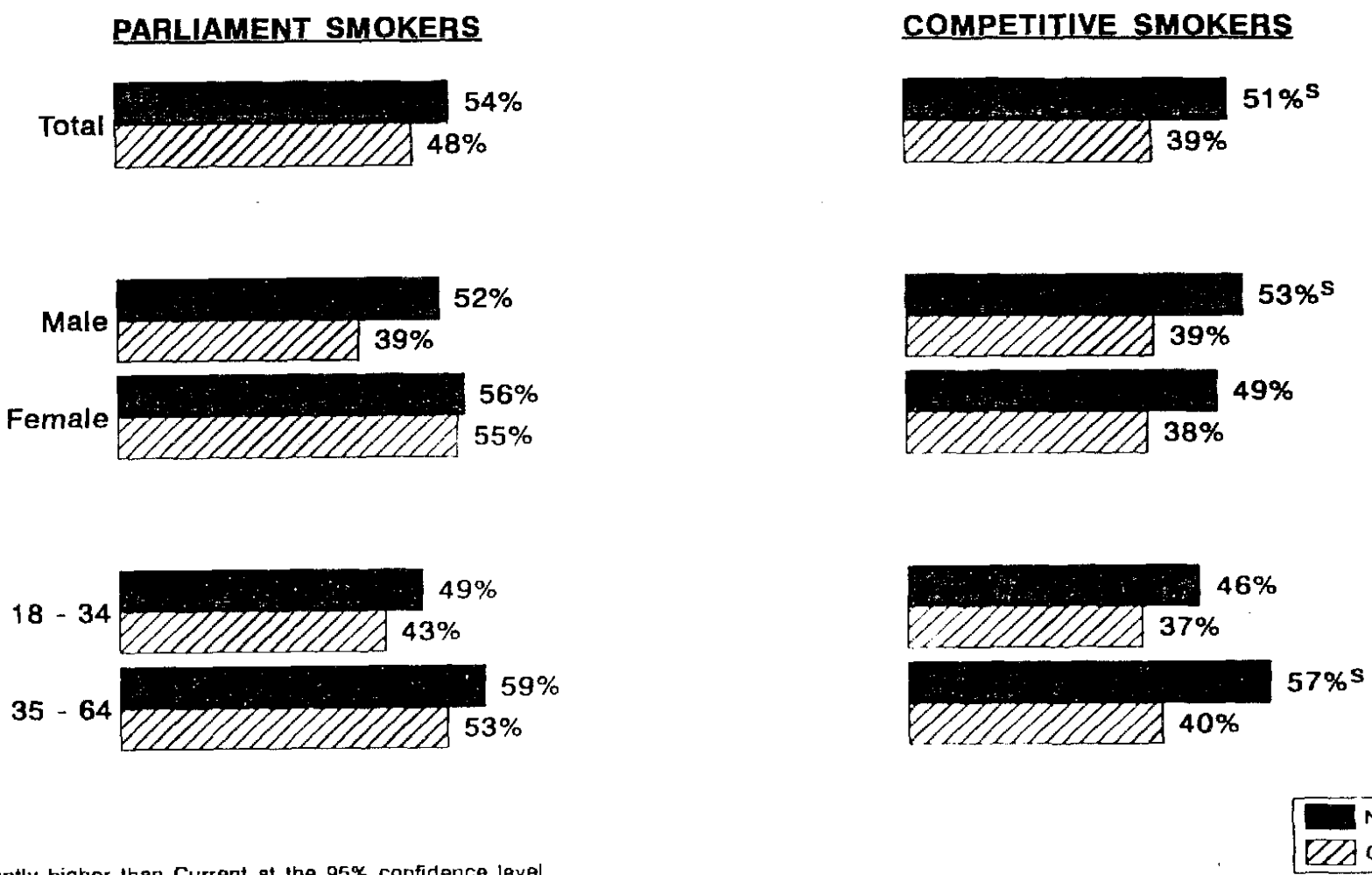
s = Significantly higher than Current at the 95% confidence level

2071454967

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF THE GOLD BORDER AROUND THE BLUE RECTANGULAR DESIGN

(% "Like It Very Much")



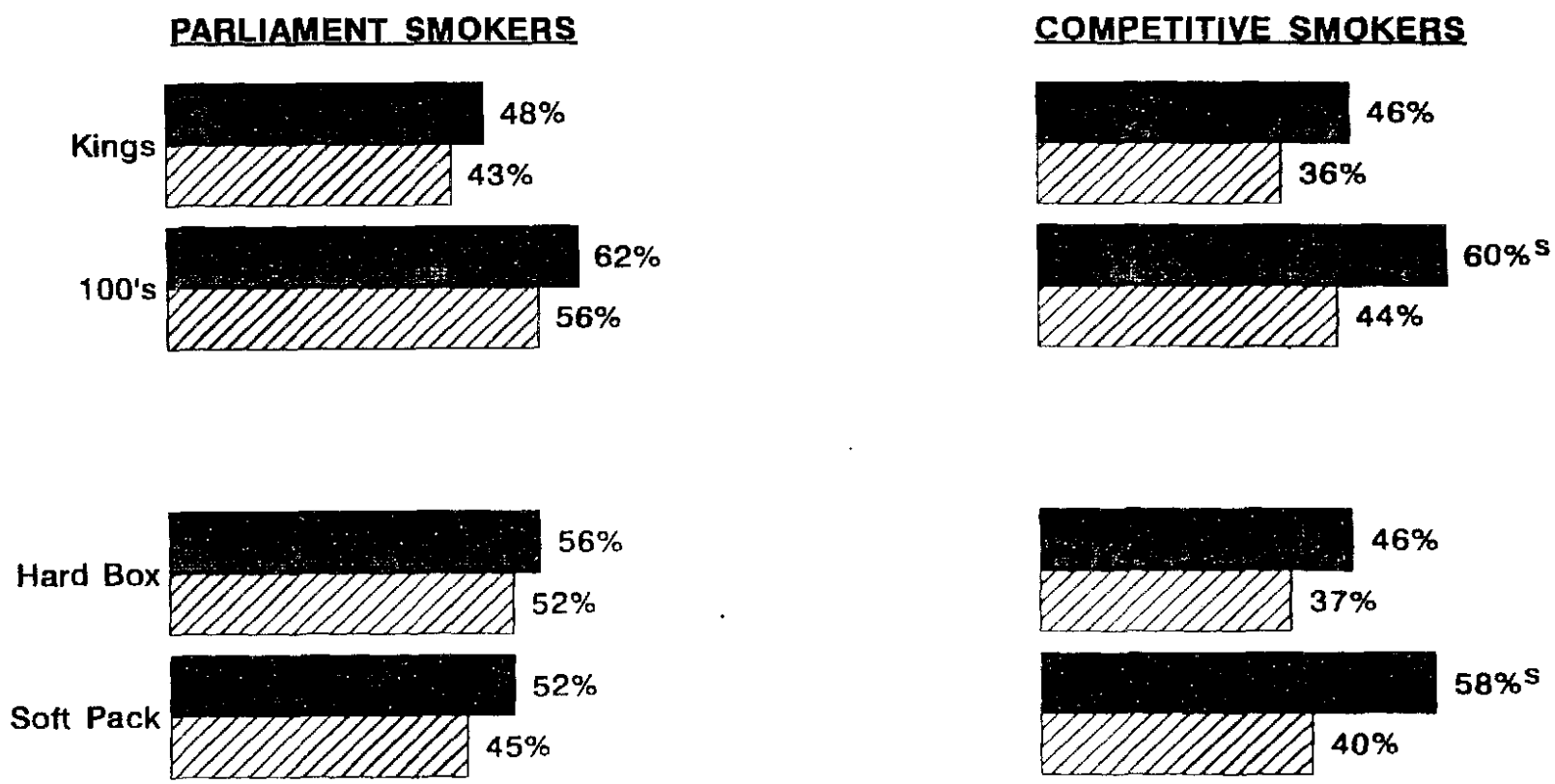
s = Significantly higher than Current at the 95% confidence level

2071454968

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

OPINION OF THE GOLD BORDER AROUND THE BLUE RECTANGULAR DESIGN

(% "Like It Very Much")



s = Significantly higher than Current at the 95% confidence level.

2071454969

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	TOTAL							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	226				231			
	%	%	%	%	%	%	%	%
Eye-catching	70 s	13	14	3	68 s	11	13	8
Modern	64 s	8	16	12	52 s	7	19	22
Classy looking	59 s	21	16	4	60 s	15	17	8
Stylish	57 s	16	21	6	55 s	11	20	14
Trendy	51 s	11	14	24	47 s	9	13	31
High quality	46 s	14	33	7	51 s	9	29	11
Unique	46 s	12	17	25	42 s	9	21	28
Elegant	45 s	15	19	21	50 s	9	16	25
Fits my personality	44 s	21	19	16	45 s	14	14	27
Innovative	44 s	11	15	30	41 s	10	19	30
Contemporary	43 s	22	24	11	36 s	21	24	19
Expensive	40 s	11	18	31	38 s	6	26	30
For young adults	35 s	8	25	32	31 s	7	26	36
Established	32	26	35	7	40 s	16	34	10
Classic	30	32	27	11	36 s	23	26	15
Feminine	30 s	17	12	41	30 s	12	19	39
Traditional	20	46 s	22	12	25	36 s	22	17
Masculine	19	23	14	44	20	25	19	36
Cheap looking	12	29 s	4	55	8	31 s	8	53
Ordinary looking	11	49 s	15	25	8	49 s	19	24
Old-fashioned	9	48 s	10	33	8	47 s	14	31
Unattractive	9	26 s	7	58	9	31 s	8	53
Boring/dull	5	41 s	10	45	5	38 s	13	44

s = Significantly higher than New/Current at the 95% confidence level.

2071454970

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	MALE							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	100				100			
	%	%	%	%	%	%	%	%
Eye-catching	78 s	8	10	4	65 s	11	14	10
Modern	71 s	5	12	12	50 s	9	18	23
Classy looking	60 s	20	15	5	58 s	15	18	9
Stylish	59 s	14	19	8	52 s	13	23	12
Trendy	56 s	7	7	30	48 s	10	11	31
High quality	47 s	14	30	9	52 s	9	26	13
Unique	51 s	10	20	19	40 s	10	20	30
Elegant	48 s	15	21	16	50 s	8	18	24
Fits my personality	41 s	20	19	20	42 s	17	14	27
Innovative	55 s	7	16	22	41 s	9	19	31
Contemporary	47 s	20	19	14	32	22	26	20
Expensive	42 s	7	20	31	41 s	7	25	27
For young adults	44 s	8	20	28	27 s	7	27	39
Established	33	28	29	10	41 s	16	29	14
Classic	28	34	23	15	39 s	21	25	15
Feminine	21	13	6	60	20	14	20	46
Traditional	25	46 s	16	13	27	36	21	16
Masculine	27	18	16	39	25	19	19	37
Cheap looking	12	32 s	3	53	9	29 s	9	53
Ordinary looking	10	57 s	11	22	10	42 s	21	27
Old-fashioned	9	51 s	7	33	12	40 s	14	34
Unattractive	10	29 s	5	56	8	28 s	12	52
Boring/dull	3	45 s	7	45	5	34 s	14	47

s = Significantly higher than New/Current at the 95% confidence level.

2071454971

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	FEMALE							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	126				131			
	%	%	%	%	%	%	%	%
Eye-catching	66 s	16	16	2	71 s	12	11	6
Modern	60 s	11	18	11	53 s	6	21	20
Classy looking	58 s	22	17	3	62 s	14	17	7
Stylish	56 s	17	23	4	57 s	9	18	16
Trendy	48 s	13	18	21	47 s	7	15	31
High quality	46 s	14	34	6	49 s	9	32	10
Unique	43 s	13	15	29	43 s	8	23	26
Elegant	43 s	15	18	24	50 s	9	15	26
Fits my personality	46 s	22	20	12	47 s	11	13	29
Innovative	36 s	14	14	36	41 s	11	19	29
Contemporary	40 s	23	27	10	40 s	20	22	18
Expensive	38 s	14	17	31	34 s	6	27	33
For young adults	30 s	8	28	34	36 s	7	26	31
Established	32	24	39	5	40 s	16	38	6
Classic	31	31	30	8	32	27	27	14
Feminine	36 s	19	16	29	42 s	9	18	31
Traditional	17	47 s	25	11	22	36 s	24	18
Masculine	15	26 s	12	47	14	32 s	19	35
Cheap looking	11	26 s	5	58	6	34 s	6	54
Ordinary looking	13	44 s	17	26	6	56 s	17	21
Old-fashioned	10	46 s	11	33	4	55 s	14	27
Unattractive	8	24 s	8	60	9	35 s	3	53
Boring/dull	6	38 s	11	45	5	43 s	11	41

s = Significantly higher than New/Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF CIGARETTES IN PARLIAMENT PACKS

	TOTAL							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	226				231			
	%	%	%	%	%	%	%	%
Light	30 s	12	55	3	34 s	8	53	5
Flavorful	28 s	13	49	10	35 s	10	41	14
Satisfying	28 s	12	56	4	34 s	9	43	14
Smooth	26 s	16	53	5	40 s	8	41	11
Strong	8	25 s	12	55	15	24 s	13	48

s = Significantly higher than New/Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004

EVALUATION OF CIGARETTES IN PARLIAMENT PACKS

MALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	100				100			
	%	%	%	%	%	%	%	%
Light	33 s	13	49	5	39 s	8	48	5
Flavorful	33 s	12	43	12	34 s	13	40	13
Satisfying	32 s	9	52	7	35 s	11	37	17
Smooth	29 s	12	50	9	39 s	10	39	12
Strong	11	22 s	14	53	16	24	14	46

FEMALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	126				131			
	%	%	%	%	%	%	%	%
Light	27 s	12	59	2	29 s	8	58	5
Flavorful	25 s	13	53	9	36 s	8	42	14
Satisfying	26 s	14	58	2	33 s	8	49	10
Smooth	25	18	55	2	41 s	6	44	9
Strong	7	26 s	11	56	15	23	11	51

s = Significantly higher than New/Current at the 95% confidence level.

2071454974

Source: https://www.industrydocuments.ucsf.edu/docs/sqpm0004